

UNIVERSITI SAINS MALAYSIA
In Collaboration With

TAYLOR'S COLLEGE

First Semester Examination
Academic Session 2005/2006

November 2005

YBP 223 – Advertising
[Periklanan]

Duration: 2 hours
[Masa: 2 jam]

This examination paper consists of **TWO (2)** pages of printed materials.
Kertas peperiksaan ini mengandungi DUA (2) muka surat yang bercetak.

Answer **TWO (2)** questions.
Jawab DUA (2) soalan.

Each question carries 100 marks.
Sumbangan markah tiap-tiap soalan ialah 100 markah.

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1. Describe what is an advertising plan and discuss the three major components of this plan. Provide relevant examples.

Jelaskan sesuatu rancangan periklanan (advertising plan) dan bincangkan tiga komponen utama yang mendasari rancangan tersebut. Berikan contoh yang sesuai.

2. Discuss the importance of marketing in the context of advertising campaign. Provide with relevant examples.

[Bincangkan kepentingan pemasaran di dalam konteks kempen iklan. Berikan contoh yang sesuai.

3. Discuss the branding process in the contexts of international advertising. Provide relevant examples.

Bincangkan proses penjenamaan di dalam konteks periklanan antarabangsa. Berikan contoh yang sesuai.

4. What is an advertising strategy? Why is it important for an advertising campaign? Illustrate with relevant examples.

Apakah strategi periklanan? Kenapa ia penting di dalam sesuatu kempen periklanan? Berikan contoh-contoh yang sesuai.

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